

Burbank Hospitality Association, Inc.

Special Meeting Agenda

Wednesday, April 3, 2024, at 3:00pm

Location: Warner Bros. Studio Tour Hollywood | Gather at Welcome Center

Address: 3400 Warner Blvd, Burbank, CA 91505

A. Roll Call

B. Announcements

C. Public Comment

Any person may address the Board on any matter not on the agenda and related to the BHA. The public is only allowed to speak at this time for a maximum of five minutes.

D. Board Member Comments

Board Members may comment on events attended and/or report any gift disclosures.

E. Legal Counsel Update

Legal Counsel may provide updates regarding any pending or enacted laws impacting the Board.

F. Approval of Minutes

ACTION ITEM

The Board will consider approval of the February 21, 2024, meeting minutes.

Recommendation: Staff recommends approval.

G. Treasurer's Report

The Treasurer will present the financial report as of January 31, 2024.

H. Burbank Merch Presentation

ACTION ITEM

Romik Hacobian, founder of Burbank Merch, will present an opportunity to partner with Visit Burbank to add the Burbank Merch link to the Visit Burbank website.

Recommendation: Staff recommends that the Board review the proposal and determine if a partnership is warranted.

- I. **Destination Development Update on Solé Bicycles** **ACTION ITEM**
The Board will consider purchasing bike lights and bells for the Bike Program. The total cost of purchasing 51 bike lights and 51 bells would be \$3,500.

Recommendation: Staff recommends purchasing 51 bike lights and 51 bells.

- J. **Panic Button Update** **ACTION ITEM**
At the request of Board Member Kolla, staff and General Counsel will provide an update regarding the possibility of purchasing panic buttons for hotel staff utilizing BHA funds.

Recommendation: Staff recommends further discussion on this agenda item.

- K. **Destination Development Elephant Parade: Marketing & Public Relations Fees** **ACTION ITEM**
Staff reviewed and selected a proposal from a Public Relations agency, as well as a marketing proposal from Strausberg to promote the Elephant Parade exhibit.

Recommendation: Staff recommends approving up to \$18,800 for marketing fees and \$5,000 per month for a minimum of three months for Public Relations fees for the Elephant Parade campaign.

- L. **Sponsorship Request for Chamber Excellence Award** **ACTION ITEM**
Jamie Keyser will present an opportunity for the BHA to sponsor the upcoming Chamber Excellence Awards taking place on June 1, 2024 at the Nickelodeon Animation Studio Campus for an investment of \$25,000.

Recommendation: Staff recommends that the Board review the proposal and determine the request for sponsorship.

- M. **International Pow Wow (IPW) Update**
Robin Faulk will present the latest updates for International Pow Wow (IPW) to the Board.

Recommendation: Note and file

- N. **Board Approved Expenditures** **ACTION ITEM**
The Board will consider transferring \$135,300 from the holding account to cover:

- The following pre-approved expenses: consultant expenses of \$17,000, legal fees of \$10,000, marketing fees of \$28,000, and ongoing administrative expenses in the amount of \$18,000.
- Destination Development project: \$3,500 for Sole Bicycle Accessories.
- Destination Development project: \$33,800 for Elephant Parade Marketing and Public Relation Fees.
- Sponsorship Request: \$25,000.

Recommendation: Staff recommends approval of \$135,300 to transfer.

O. Future Agenda Items

Board Members may introduce new items to place on a future agenda, but no discussion or action may be taken on the items.

P. ADJOURNMENT: Next tentative meeting is scheduled for May 15, 2024.

<p><u>Burbank Hospitality Association, Inc. Board Members</u> Nerissa Sugars, Hollywood Burbank Airport, Chair Peter Kolla, Hotel Amarano, Vice-Chair Jamie Keyser, Burbank Chamber of Commerce, Secretary Danny Kahn, Warner Bros. Studio Tours Treasurer Alan Tate, Burbank Airport Marriott Ali Schmidt, Universal Studios Hollywood Fatima Achhal, SpringHill Suites by Marriott Stacey Meyer, Residence Inn by Marriott Aly Bubbins, Hotel Burbank Tony Garibian, Coast Anabelle Hotel and Safari Inn Rosanna Harrison, Cambria Hotel Burbank Airport Patrick Prescott, Community Development Director (ex-officio)</p>
<p><u>Key Staff</u> Simone McFarland, Asst. Community Development Director Mary Hamzoian, Economic Development Manager Odette Zakarian, Economic Development Analyst Robin Faulk, Marketing Consultant</p>
<p><u>Administrative Key Staff</u> Teresa Mackey, Bookkeeping</p>
<p><u>Legal Counsel</u> Aleks R. Giragosian, Colantuono, Highsmith & Whatley, PC</p>

The BHA Board is comprised of 11 voting members. Regular meetings are held monthly the third Wednesday of the month unless that is a City holiday. In that case, the Board will meet the first or second Wednesday. The BHA Board’s primary function is to conduct business for marketing and advertising Burbank as a first-rate tourist and convention destination.

The agenda packet consists of documentation relating to agenda items on file at Economic Development Division of the Community Development Department located at 150 N. Third Street

during normal business hours and will be posted on the Visit Burbank website at www.visitburbank.com. The Burbank Hospitality Association, Inc. meeting is disabled accessible. Auxiliary aids and services are available for individuals with speech, vision, or hearing impairments (48-hour notice is required). Please contact the ADA Coordinator at 818.238.5424 voice or 818.238.5035 TDD with questions or concerns.